

ATP Customer Satisfaction Results 2002 Survey of Applicants **Economic Assessment Office**

Customer Satisfaction

2002 Survey of Applicants

- Includes 891 company applicants to 2002 ATP competition
 - 587 completed surveys
 - Both awardees and non-awardees
 - Excludes May 2004 awardees
 - Resubmittals within 2002 competition counted once
- Survey conducted January–July 2004
- A total of 17 customer satisfaction questions
- 66% response rate overall
 - 90% awardees
 - 61% non-awardees

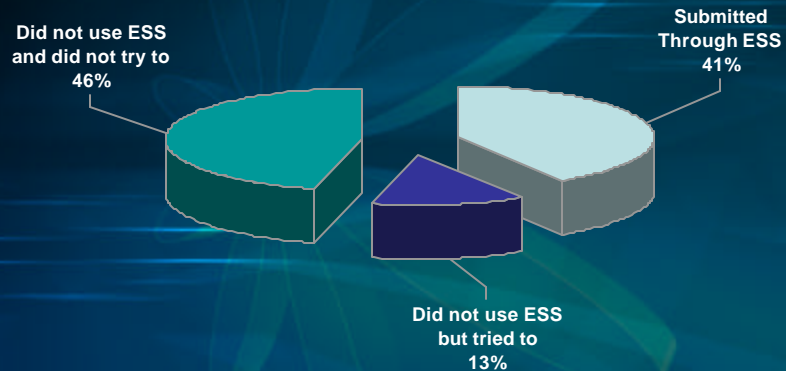
Customer Satisfaction

6 Topical Categories

- Applicant views of the *ATP Proposal Preparation Kit* and Electronic Submission System (ESS)
- Applicant perceptions of the ATP proposal process
- Applicant views of the usefulness of ATP information sources
- Applicant satisfaction with ATP staff
- ATP proposal debriefing: Non-awardee views
- Time and cost for ATP proposal preparation

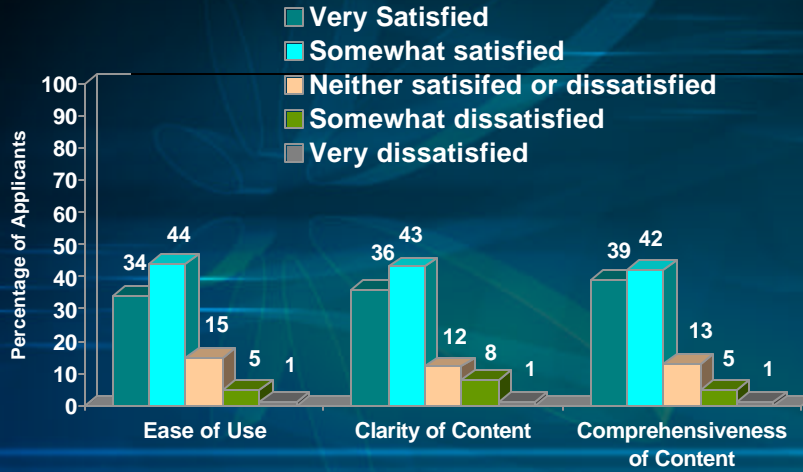
Customer Satisfaction

ATP Proposal Submission Through the ESS



Customer Satisfaction

Satisfaction with ATP Proposal Preparation Kit



Customer Satisfaction

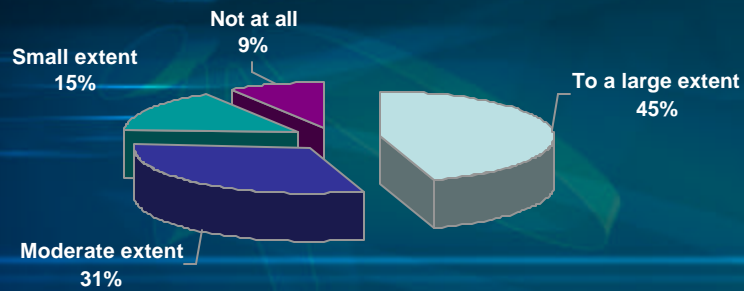
Applicants found the ATP Proposal Preparation Kit helpful!

ATP Proposal Preparation Kit's ...	Awardees	Non-Awardees
Ease of Use		
• Very satisfied	55%	29%
• Somewhat satisfied	35%	46%
Clarity of Content		
• Very satisfied	56%	30%
• Somewhat satisfied	35%	44%
Comprehensive of of Content		
• Very satisfied	56%	32%
• Somewhat satisfied	36%	45%

Customer Satisfaction

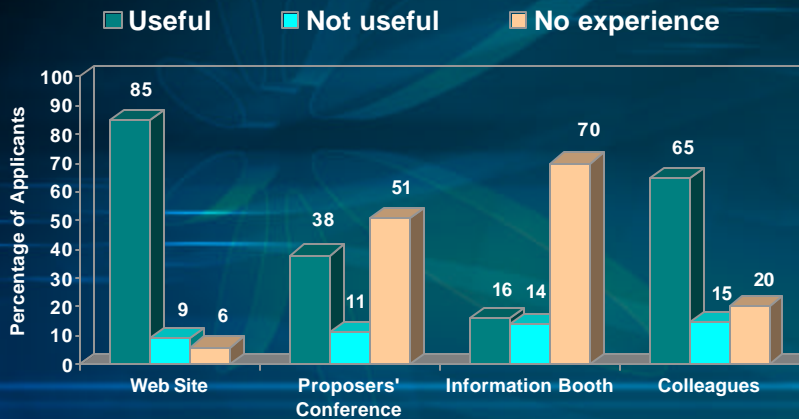
- Three-quarters of applicants say the proposal preparation process is useful
- Most applicants view the review and decision process as fair

Views of FAIRNESS of PROCESS:



Customer Satisfaction

- Applicants find most information sources useful in proposal preparation



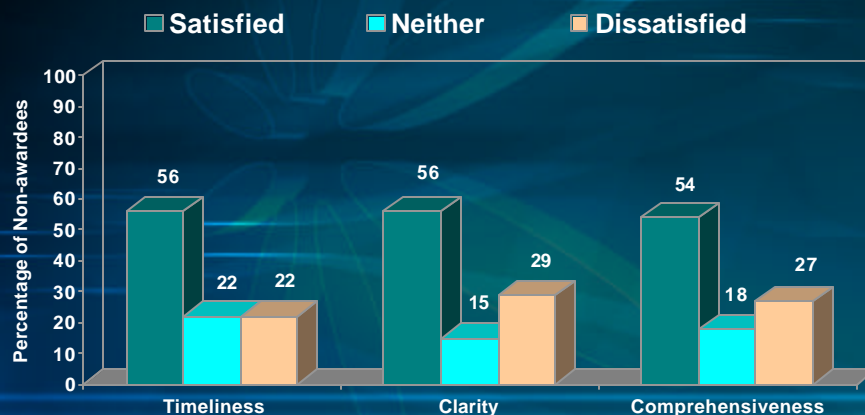
Customer Satisfaction

- Almost two-thirds of the 2002 applicants contacted ATP staff with questions about their application
 - Awardees were more likely to have contacted ATP staff (65%) than were non-awardees (55%)
 - Applicants in small companies were more likely to contact ATP staff (60%) than those from larger companies (45%)
- Most applicants contacting the ATP staff were satisfied with the courtesy they received

A total of 92% of the applicants who contacted ATP staff said they were satisfied with the courtesy of the staff.

Customer Satisfaction

- Most non-awardees were satisfied with the timeliness, clarity of content and comprehensiveness of the debriefing



Customer Satisfaction

Time and cost of proposal preparation

- Total company cost for median applicant was \$12,500
 - Awardee: \$17,500
 - Non-awardee: \$12,500
 - JV lead: \$40,000
 - Small company: \$12,500
 - Large/medium company: \$17,500
- Median applicant devoted 200 staff hours